



WEWS

## ORDER

Print Date 09/24/12 Page 1 of 4

Flight Dates 09/07/12-09/10/12

			<u>Order Sep</u>	00:20:00
		<u>Product</u>	<u>Estimate #</u>	65
<u>Contract / Revision</u>	310206 /	<b>Romney for President 9.7-9.10.12</b>	<u>Alt Order #</u>	
<u>Original Date / Revision</u>	09/06/12 09/06/12	Agency Com 15% <u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	<b>Romney / Republican / Presi</b>	138 Conant Street Beverly, MA 01915	<u>Order Type</u>	GENERAL
<u>Agency</u>	<b>American Rambler Productio</b>		<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>		Sales Office EWSDC	<u>Billing Calendar</u>	BROADCAST
138 Conant Street Beverly, MA 01915		Sales Region NAT Agency Ref	<u>Demographic</u>	A35+
			<u>Rev Codes</u>	POL POL CAND
			<u>Product Codes</u>	PL
			<u>Priority</u>	P-2
			<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 75900

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

**Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	68	\$64,515.00	\$75,900.00	0.00	08/27/12	09/10/12	68	\$64,515.00	\$75,900.00
Totals	68	\$64,515.00	\$75,900.00	0.00					

**Billing Plan**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N 1	WEWS	09/07/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M---F--	:30	2	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----F--		2				\$450.00		0.00			
		Week: 09/10/12	09/16/12	M-----		2				\$450.00		0.00			
N 2	WEWS	09/07/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M---F--	:30	2	\$500.00	P-2	0.00	NM	4	\$2,000.00



**WEWS**

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Contract / Revision **310206** Flight Dates **09/07/12-09/10/12**

## Hiatus Dates

Original Date / Revision 09/06/12 / 09/06/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre: Product Romney for President 9.7-9. Estimate #** 655



Contract / Revision **310206** Flight Dates **09/07/12-09/10/12** Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12 Order Sep 00:20:00

Advertiser **Romney / Republican / Pre: Product Romney for President 9.7-9.** Estimate # **65**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N12	WEWS	09/07/12	09/10/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	M---F--	:30	2	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----F--		2	\$2,000.00			0.00					
		Week: 09/10/12	09/16/12	M-----		2	\$2,000.00			0.00					
N13	WEWS	09/07/12	09/10/12	M-SU 11-1135P Late Ne M-SU 11-1135P Late New	CM	11-1135p	M---F--	:30	2	\$2,200.00	P-2	0.00	NM	4	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----F--		2	\$2,200.00			0.00					
		Week: 09/10/12	09/16/12	M-----		2	\$2,200.00			0.00					
N14	WEWS	09/07/12	09/10/12	M-F 1135p-1202a Night M-F 1135p-1202a Nightlir	CM	1135p-1207x	M---F--	:30	2	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----F--		2	\$800.00			0.00					
		Week: 09/10/12	09/16/12	M-----		2	\$800.00			0.00					
N15	WEWS	09/07/12	09/10/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	M---F--	:30	2	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----F--		2	\$350.00			0.00					
		Week: 09/10/12	09/16/12	M-----		2	\$350.00			0.00					
N16	WEWS	09/07/12	09/07/12	Friday Prime C Friday Prime C	CM	10-11p	-----F--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----F--		2	\$3,000.00			0.00					
N17	WEWS	09/07/12	09/10/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		2	\$350.00			0.00					
		Week: 09/10/12	09/16/12	-----		0	\$0.00			0.00					
N18	WEWS	09/07/12	09/10/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1	\$500.00			0.00					
		Week: 09/10/12	09/16/12	-----		0	\$0.00			0.00					
N19	WEWS	09/07/12	09/10/12	NCAA 12p-330pm NCAA 12p-330pm	CM	12-330p	-----S-	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1	\$2,800.00			0.00					
		Week: 09/10/12	09/16/12	-----		0	\$0.00			0.00					
N20	WEWS	09/08/12	09/08/12	NCAA 330p-7pm NCAA 330p-7pm	CM	330-7p	-----S-	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1	\$2,800.00			0.00					
N21	WEWS	09/07/12	09/10/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1	\$800.00			0.00					
		Week: 09/10/12	09/16/12	-----		0	\$0.00			0.00					
N22	WEWS	09/07/12	09/10/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1	\$4,500.00			0.00					



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Contract / Revision **310206** Flight Dates**09/07/12-09/10/12** Hiatus DatesOriginal Date / Revision 09/06/12/ 09/06/12 Order Sep 00:20:00Advertiser **Romney / Republican / Pre: Product Romney for President 9.7-9.** Estimate # **65**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N22	WEWS	09/07/12	09/10/12	Sunday Prime A	CM	7-8p	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00	
Sunday Prime A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	-----		0			\$0.00		0.00					
N23	WEWS	09/07/12	09/10/12	SU 11-1135P Late News	CM	11-1135p	-----S	:30	2	\$2,200.00	P-2	0.00	NM	2	\$4,400.00	
SU 11-1135P Late News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	-----S		2			\$2,200.00		0.00					
		Week: 09/10/12	09/16/12	-----		0			\$0.00		0.00					
N25	WEWS	09/07/12	09/10/12	SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00	
SU GMA 8-9A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	-----S		1			\$500.00		0.00					
		Week: 09/10/12	09/16/12	-----		0			\$0.00		0.00					
														<b>Totals</b>	<b>68</b>	<b>\$75,900.00</b>